

Grand Opening

SAT., OCTOBER 3d

Sale

SAT., OCTOBER 10

The R. L. COE CO. BIG STORE

MEN'S and BOYS SUITS

We are placing on special sale 25 mens all-wool hard finished Worsted suits at

\$13.50

50 Boys' Suits, sizes 3 to 15 years, **98c to \$5.00**

10 doz. men's cottonade work pants, splendid tailoring, and good weight, value unequaled at **98c**

50 doz. mens extra weight, winter underwear, **50c**

1 Bale Oregon Wool Blankets bought of an Oregon Woolen Mill, to be sold at actual weight, size 4 to 10 lbs, **95c per lb.**



SPECIAL SALE

Cloaks and Suits

100 GARMENTS

Purchased of a large Manufacturer at a Bargain

This lot of cloaks are all of the very latest styles, no two garments alike, regular values \$5 to \$25. This entire lot will be placed on sale Saturday at

Greatly Reduced Price

25 dozen ladies heavy cotton fleeced underwear; ecru, gray, white at **25c**



10 doz. ladies new novelty Belts, all colors, elastic, leather, silk, tinsel, 25c, 40c, 50c and 75c.

10 pieces fine all-wool Chiffon Broadcloth, regular \$1.50 grade; greens, blues, browns, reds and grays; the lowest price ever placed on this, the most popular fall fabric, ask to see the line at

\$1.12 1/2

25 pieces fine imported dress goods; greens, blues and blacks at \$1, \$1.25, \$1.50, \$2, \$2.25, \$2.50

1000 roll wall paper cheap, 10c, 12c, 15c, 19c, 25c.

200 pyrographic boxes, or burnt wood handkerchief and glove boxes at **19c**



UMBRELLAS

The Rainy Season is upon us and you can't afford to get wet. We have special values in Gloria Silk and Combination Umbrellas, 26, 28 and 30 inches at **98c, \$1.25, \$1.48, \$1.98** Ask to see them

Furs! Furs! Furs!

We are showing larger assortment of Late Designs in Fur Collars, Scarfs and Boas, from **98c to \$12.50**

Hetherbloom Skirts

Big stock of Hetherbloom Skirts. Underskirts at Special prices, **\$2.25, 2.50, 3.00, 3.50.**

Also large assortment of Silk and Sateen Underskirts at Bargains.

The Famous Pacific Logger Shoes

We own and control the sale of every pair of "Pacific Logger" shoes in this city. This shoe has no equal for fitting, wearing, water-proof qualities. Try a pair.

\$5, \$6.50, \$7.50, \$8.50



Pingree Made Shoes



The Shoe for MEN

Look better — and feel better than other makes of Shoes

The Best of the Best for
\$4.00, \$4.50
5.00 5.50
\$6.00

Pingree Made "Gloria Shoe"

The best Womens shoe in America today



Hand Turns and Hand Welts

The Tender Foot

for tender feet, extra wide and extra size. A to EEE wide, sizes 2 1/2 to 8 vici kid, pat. Leather and gun metal

\$3.50, \$4

White Ribbon Shoes

THE NEW SHOE FOR WOMEN

We make them in all the popular leathers. Black and Dull Kid, Patents and Tans, High and Low Cuts, prices from \$3 to \$6 the pair.

Our Boston woman writes: "I will never cease to sing the praises of the White Ribbon Shoes."



Tired women with tired feet want easy, flexible, solid shoes. This then is what you want.

No. 54. Fine soft kid, lace, 1/4" vamp, pat. tip, medium low military Heel, welt sole. Pure Oak Heeling Sole, very flexible, attached heeling top piece on heel, anti-septic covered soft-cushion innersole, White Ribbon Process. Made over last with medium toe, especially designed and graded for the White Ribbon Line.



None Genuine That Does Not Bear Above Trade Mark on the Sole



This is a facsimile of the coupon which is redeemed at 5 cents a pair and goes to the W. C. T. U. Society.

MADE BY

White Ribbon Shoe Company FORT DODGE, IOWA SOLE MANUFACTURERS

SOLD BY

THE R. L. COE CO.

This is Your Chance :- Don't Miss It